

ROBERT J. GRANT

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PROFESSIONAL SUMMARY

Former **Chief Marketing Officer** with 30 years experience discovering compelling ways to connect businesses with their customers. Have a passion for learning and sharing that learning with others as demonstrated by position as **Adjunct Professor of Marketing** for Rice University. Broad experience in branding, digital marketing, corporate communications and agency management. Experience developing plans that yield double-digit growth for businesses as diverse as food, healthcare and financial services. Experience managing variety of agencies, from advertising to PR. M.B.A. in Marketing and Accounting from Columbia University.

CAREER HIGHLIGHTS

- Adjunct Professor of Marketing Strategy at Jones Business School (Rice University) for past eight years.
- Created impactful branding programs for variety of businesses: Charmin, Bank One (Chase) Financial Services, Listerine, Schick razors/blades, American General Life and RiceSelect.
- Resurrected 100-year old Listerine by launching anti-plaque branding program which produced the first unit growth in 10 years (+24%), through integrated advertising, PR and marketing.
- Expanded direct marketing program which drove 32% compounded growth over 5 years for financial services division of Chase. Built customer loyalty program, *Advantage One*, which improved retention ratings 22+%.
- Created global new product programs for Schick shaving business while repositioning it as a “niche innovator”. Spearheaded development of successful new products from Ziploc Containers to Posh Puffs.
- Developed and managed impactful public relations programs, including sports sponsorships with the NBA and NFL and MLBB (with Houston Astros and NY Yankees).

PROFESSIONAL EXPERIENCE

RICE UNIVERSITY, Houston, Texas

2010-PRESENT

Adjunct Professor of Marketing Strategy, Jones Business School

RICETEC, Houston, TX

2006-2016

\$200+ million, privately held B2B and B2C high tech agricultural business

(Retired)

Vice-President, Marketing & Business Strategy

- Developed marketing programs which have contributed to RiceTec’s hybrid rice growing into the leading selling rice brand in America with over a 50% market share
- Developed 5-year Strategic and Annual Plans for both consumer and B2B divisions for the past 7 years.
- Developed branding for both the Consumer business (“Bringing Worlds of Flavor”) as well as the Seed business (“RiceTec partners with farmers to maximize their long term success”).
- Worked closely with Sales to develop new product strategy along with several “old world”, all natural grain products which were launched nationally from 2007 through 2011.

ROBERT J. GRANT—Continued

GRANT STRATEGIC MARKETING, Houston, Texas

2001, 2005

Principal

- Developed branding and corporate vision plans for B2C and B2B clients ranging from enterprise software businesses to law firm to leading global agriculture corporation.
- Created MBA and executive education programs in branding and strategy, serving as Subject Matter Expert
- Awarded Marketing Excellence Award for work in behalf of Houston Symphony.

AIG AMERICAN GENERAL, Houston, Texas

2002-2004

\$50 billion B2B and B2C life insurance division of \$110 billion global insurance corporation (public)

Vice-President, Marketing & Corporate Communications

- Directed 12-person team overseeing direct marketing, PR and communication programs.
- Developed integrated branding program for AIG's US Life insurance business (\$8.6 Billion) that contributed to 23% average sales growth. Awarded Addy (B2B) for print campaign.
- Launched profitable direct marketing program with Matrix Direct, from creation of DR-TV and print advertising, to establishment of lead management process.
- Oversaw development of Life Insurance businesses e-commerce business (digital and web based).
- Led creation of a web-based monthly company newsletter, *LifeTimes*.

CHASE (BANK ONE) FINANCIAL SERVICES, Fishers, Indiana

1996-2001

\$26 billion consumer financial services business which merged to become Chase (public)

Senior Vice-President, Marketing & Sales Support

- Built 18-person team, responsible for database marketing, branding, communications, sales support and Customer Relationship Management. Program generated 30+% compounded sales growth for 5 years.
- Annual plans included 22+ million direct mailings along with 140,000 telemarketing hours.
- Re-engineered core business process of lead supply, significantly improving the quality and tracking of 1.5 million leads per year, which directly enhanced sales productivity.
- Developed customer loyalty program, *Advantage One*, which improved retention ratings in excess of 20%.
- Directed development of Website. Created links with search engines and built e-commerce business through partnerships with Getsmart.com and Quicken.com.

DOW CONSUMER PRODUCTS (DOW CHEMICAL), Indianapolis, Indiana

1989-1995

\$1 billion consumer division, part of \$59 billion chemical company (public)

Vice-President, New Products; Vice-President Strategic Planning/Business Development

- Led 20-person new products organization which developed several new brands, including Dow Smart Cleanser, Ziploc Containers and Ziploc Veggie Bags.
- Streamlined the new product development process, from 4 to 2 years.
- Partnered with leading MBA programs (Columbia, Chicago, Wharton and Indiana) to enlist students in identifying new products. Served as guest lecturer on new products.

WARNER-LAMBERT CO., Morris Plains, New Jersey 1980-1989

\$5.6 billion consumer division of health care company (public)

Category Marketing Director, Senior Product Manager: Schick Razors & Blades; Listerine; Lubriderm Lotion; and ept pregnancy test.

- Established global strategic direction while developing marketing and new product programs for entire Schick shaving line (\$175 million in sales in 1980s).
- Developed new skin care products and reorganized distribution network for Health & Beauty Aid products (\$45 million in 1980s).
- Managed awareness-building sports/PR programs including: NFL MVP award, and sponsorships with the NBA and MLBB. Served as corporate spokesperson for each.

ROBERT J. GRANT—Continued

PROCTER & GAMBLE CO., Cincinnati, Ohio

1975-1980

\$82 billion consumer products leader business (public)

Brand Manager, Assistant Manager: Luvs; Charmin; and Puffs

- Led defense of Charmin business against Scott Paper Company with the development of a value pack strategy and new product launch
- Developed introductory marketing programs for several new products, including Luvs diapers and Posh Puffs.

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EDUCATION

Master of Business Administration, Marketing & Accounting

Columbia University, New York, NY

Graduated with Honors

Associate Editor, *Graduate Business News*

Bachelor of Arts, Economics; *Phi Beta Kappa*

Cum Laude Graduate with Distinction in Economics

Union College, Schenectady, NY

COMMUNITY INVOLVEMENT

Elected to Houston Symphony Board of Governors: past member, marketing and strategy committees.